



## Convention Celebrates 100 Years In Style

TCAA's 100th anniversary celebration lived up to expectations as over 160 members, guests and friends gathered in Savannah, Georgia. In true multi-generational family form, TCAA kicked up its heels and showed that it's still going strong.

Memories were shared and created. Old friends were greeted heartily and new friends warmly welcomed. Inspiring, informative and fun were just a few of the adjectives used by attendees to describe this year's milestone convention.

If you were unfortunate enough to have missed the celebration, here's just a sampling of what took place:

- The moving and inspirational thoughts expressed by 2003 Cesery Award winners Joe Taylor and Sheila Menzies.
- A distinguished honor guard comprised of 13 past presidents.
- The superb vocal talents of Bob Michielutti.

- Mae West appearing through her alter ego Grace Gebhardt at the Dinner Dance.

- A wealth of information and knowledge shared by Lee and Terry Resnick at the Succession Planning seminar. (They're scheduled to return in 2004!)

- A glimpse of the future of both TCAA and IUBAC at the strategic planning presentation.

- Seven past Cesery Award winners gathered to welcome our newest honorees into their ranks.

- A glorious day of golf and tours

- The awesome sight of enormous tankers and cargo ships passing just a few yards from your hotel window.

- Live candymaking and toe-tapping jazz at Daltile Nite.

- Larry Darling, Pete Loughney and John Trendell sharing their considerable expertise at Contractor's College.

And so much more!

## Danke Schoen!

Danke schoen! . . . Merci beaucoup! . . . Thanks! Regardless of the language, special thanks and appreciation go to all who made TCAA's 100th anniversary convention a smashing success.

First, to our sponsors and exhibitors who shared their time, information and financial support.

To Jim Boland, John Mason, Bob Douglas and the rest of the IUBAC/IMI representatives who shared our celebration and our mutual commitment to work together to strengthen our industry.

To Scott Erath for his tireless efforts in promoting our centennial celebration.

To Bob Smyth for orchestrating a perfect day of golf. (Yes, we'll give him credit for the perfect weather, too!)

To the TCAA board for its vision backed up by its hard work.

And most of all, to everyone who attended. This was your party. We hope you enjoyed it. See you in September!

## From the President ...

Greetings from the air over Georgia!

I write while aboard fabulous American Airlines to ensure that my memory does not fade; a lot happened in Savannah. We tried to fill this convention with the character and content a major milestone deserves. (In some ways, we may have tried too hard, but we would rather attempt much than to risk underwhelming you. Through ongoing strategic planning we will attempt even more, and show it off to you in Lake Tahoe.) It was our goal that all attendees feel, see, and hear the progress the Association has made, and sense the momentum gathering under our collective feet. We want our members and the industry to grasp the potential of the TCAA successor to the TCAA past.

My specific Savannah memories of note:

- Allegra Parisi's poise, friendliness, portfolio, enthusiasm, and gratitude upon winning one of the two TCAA architectural scholarships.
- The heartfelt personal letters of thanks from Tiffany Lin, winner of the other architectural scholarship, and Christa Marx, winner of the TCAA member scholarship.
- The assemblage of 13 of our past presidents, seven Cesery winners, and one of our two DeLazzero Lifetime Achievement Award winners, and the commitment and accomplishment they represent.
- The letter from President George W. Bush congratulating TCAA on the accomplishment of our anniversary, and the beginning of our second century.
- Our new relationship with IUBAC as partners in the betterment of our industry.
- The enthusiasm of the IMI attendees for their educational mission, and their professionalism and joy in teaching our own Contractors' College.
- The graciousness of our sponsors who provided us education, information, relaxation, and libations.
- THE WEATHER
- The many kind words of encouragement I received from you!

I hope that you also have many great memories from our most significant convention ever. We return from Savannah with a sense of relief, accomplishment, and satisfaction that the TCAA has entered its second century with so much momentum, commitment, and enthusiasm. I hope you feel the same way. If so, write down your memories and impressions and send them to the office; maybe they could form the basis for another newsletter article.

Already thinking ahead to Lake Tahoe, my role will be refined to aiding and abetting our new President, Vincent DeLazzero. I have enjoyed working with him for eight years and I believe he will be a great leader. Also changing capacities are President Elect Mike Maiuri, Treasurer Jerry Leva, and joining the board are directors John Trendell and Bob Michielutti. Current directors Al Grazzini and Steve Williams remain to lend their expertise and provide continuity to our strategic planning. What a great team!

Leaving the board will be Immediate Past President John Sekora and Director Doug Taylor. These gentlemen have given much to the Association and will be missed. I especially want to thank John for being an excellent president, author, mentor, and friend these past six years. (You are in our prayers.)

I am also grateful to Scott Erath, whose work on the Centennial Convention Committee promoting this convention was invaluable. Given the groundwork laid by his efforts, I believe we have cause to draft him for the same duty next year.

In closing, thanks for your support and kind words; both have meant more to me than you know. God bless,

*Les Lippert*

Soon to be the First 2<sup>nd</sup> Generation Immediate Past President

# WORKING TOWARD THE NEXT 100 YEARS

*By Leon and Terrence Resnick*

TCAA reached a monumental milestone this past month, when the association celebrated its 100<sup>th</sup> year anniversary. Congratulations!

We would be remiss, however, if we didn't address what is needed to help TCAA and its members achieve another 100 years of staying power.

With a limited forum, we will review two areas of our seminar that can not be emphasized enough. For those who attended our seminar in Savannah, this information will be a refresher. For those unable to attend, please do not minimize the importance of PROPER estate and succession planning.

Key issues that business owners in TCAA need to remember:

**Buy/Sell Agreements** – Any member with more than one owner in their business MUST have a FUNDED buy/sell agreement. Stock Redemption and Cross Purchase are the two most common buy/sell designs. Our firm tends to favor the Cross Purchase for potentially better tax treatment in the future for the shareholders, as well as corporate creditor protection. A properly funded buy/sell agreement doesn't just protect the shareholders, it protects the families of the shareholders, as well as the company's employees and their families. If funded properly, it also allows the shareholders to save significant dollars out of pocket to purchase their co-shareholder(s) interest(s).

**Life Insurance** – For most estate and succession plans, this asset is absolutely critical. If a TCAA

member is funding a buy/sell agreement for \$1 million or preparing for estate taxes of \$1 million, for example, there are essentially only 4 ways to achieve this:

**Pay in Cash** – This strategy will cost MORE than 1 million, as 1 million needs to be raised AFTER taxes. Those that have the liquidity to pay out of pocket can use this option, but why would anyone want to pay more than they have to?

**Borrow Funds** – This strategy will cost MORE than 1 million, as principal and interest will need to be paid to satisfy the loan

**Sale of Illiquid Assets** – This strategy will cost MORE than 1 million, as estate taxes need to be paid in 9 months and in a fire sale situation, it is highly unlikely that a TCAA member will receive "fair value" for the asset(s)

**Life Insurance** – Properly drafted and designed life insurance in most cases can save 70% or more out of pocket. With over 2,000 life insurance companies, it is absolutely critical that you work with a specialist(s) that understands the intricacies and nuances of the many complicated policies in the marketplace.

*Leon and Terrance Resnick are partners in Resnick Associates, a nationally recognized estate, succession and life insurance planning firm with offices in Kansas City and Harrisburg, PA. They can be reached at (913) 681-5454, (717) 652-2929 or by Email: ResnickAssoc@aol.com.*

## Need Additional Newsletters?

If you would like to receive additional copies of 9300 Contractor for your company, call the TCAA offices at (800) 655-8453. We'll add your extra company representatives to our mailing list.

## Share the Benefits

Do you know a contractor or supplier who could benefit from TCAA membership? If so, forward contact information for your prospective member to our staff. They'll follow up with your referral to "seal the deal".

## What's in Your Keycard?

The next time you travel, think twice before leaving your hotel keycard in your room or at the front desk when you check out.

In Southern California, law enforcement professionals recently discovered that these cards can contain a lot more than just your name and room number. A keycard obtained from one well known hotel chain was found to contain: guest's name; guest's partial home address; hotel room number; check in and check out dates; **and guest's credit card number and expiration date!**

What happens to these cards when you check out? Generally, they're put in a drawer at the front desk and not erased until the card is recycled to the next guest. This makes your identity and credit card information easily available to unscrupulous hotel employees who can access your information simply by running the card through the hotel's scanner. Since these cards aren't carefully tracked, it's also possible for hotel employees to take a handful home. Using a scanning device easily purchased on the internet, they can access your information, go shopping at your expense and return the card to the drawer without detection.

Hotels do not charge for unreturned keycards. Always take your card with you and destroy it at your first opportunity, just like an expired credit card.

## From the desk of: Scott Erath

**Outstanding!** That's the word that comes to mind when I think of this year's Centennial Convention in Savannah, Georgia.

We had a terrific turnout. One of the best in years! There was a good mix of attendees: our dedicated past participants and quite a few newcomers.

Everyone got something out of it. Whether it was business related, like networking, recognition, and useful information, or just relaxing by the pool, golfing or sightseeing.

There's such a great feeling of unity and strength in having a group of individuals gather to support one another for a common purpose. That is why our Association, after 100 years, continues to be a strong industry leader.

If you were one of the unfortunate ones who missed out on this worthwhile experience, you can make up for it next year at Lake Tahoe!

Sincerely,  
Scott W. Erath  
Centennial Convention Chair  
President, Wm. Erath & Son

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## TCAA Elects New Officers/Directors

At the annual meeting of contractor members held on October 21, the following officers and directors were elected:

### Officers

**Vincent P. DeLazzero, II** (*Port Morris Tile, Bronx, NY*) is the association's new **President**.

**Michael Maiuri** (*Shores Tile, Detroit, MI*) was elected **President Elect**.

**Gerard Leva, Sr.** (*Eugene G. Sackett Company, Inc., Rochester, NY*) was elected **Treasurer**.

### Directors

**Robert Michielutti, Jr.** (*Michielutti Brothers, Eastpointe, MI*) and **John Trendell** (*Marble Restoration, Inc., Toledo, OH*) were elected to two-year terms to serve with returning directors **Steve Williams** (*Williams Tile & Marble, St. Louis, MO*) and **Al Grazzini** (*Grazzini Brothers, Eagan, MN*).

### Trustee

**Robert Smyth** (*Bellevue, WA*) was elected to a second five-year term as Trustee.

## TCAA 2003 CONVENTION HIGHLIGHTS



**Don't Get Left Out of the Picture! Plan Now to Attend the  
2004 TCAA Convention  
September 26 - 30  
Squaw Creek Resort  
Lake Tahoe**

## TCAA NEWS IN BRIEF

### ON SALE NOW!



Your home or office library isn't complete unless it includes a copy of TCAA's 100<sup>th</sup> anniversary book, *Ceramic Tile in 20th Century America*. To order your copy of *Ceramic Tile in 20th Century America*, call the TCAA offices at (800) 655-8453 or visit our website at [www.tcaainc.org](http://www.tcaainc.org).

### CESERY AWARD

Do you know an individual (contractor or supplier) who has served the ceramic tile industry with distinction? Contact the TCAA offices to receive information on how to submit a Cesery Award nomination.

### PROJECT OF THE YEAR

TCAA's revamped Project of the Year competition kicks off in January. Awards will be made in both Commercial and Residential categories. Projects completed in 2002 or 2003 are eligible. To receive a nomination form and competition criteria, call the TCAA offices at (800) 655-8453.

### WILLIAMS TILE & MARBLE HONORED

Williams Tile & Marble, Inc. (St. Louis, MO) earned First Place this year in the American Subcontractors Association Midwest Council Safety Award Program. To be considered, subcontractors must have zero

fatalities and a combined lost workday recordable incident rate below the average for their SIC classification. Williams Tile's award reflected the best below average rating of all subcontractors reporting annual man-hours between 50,000 and 100,000.

### GOT NEWS?

TCAA wants to help spread your news. Send us information on local events, awards and recognitions you've received or anything else and we'll help you share the news with our distribution list of over 1,900 contractors, suppliers and media.

## Tile Contractors' Association of America, Inc.



*Celebrating 100 years of Service to the*

*Ceramic Tile Industry*

**1903 - 2003**